

July 12, 2006

Federal Trade Commission/Office of the Secretary, Room H-135 (Annex W)
600 Pennsylvania Avenue, NW
Washington, DC 20580
RE: Business Opportunity Rule, R511993

To Whom it May Concern:

I have been an advisor for lia sophia jewelry (home business) now for only 7 months and LOOOOVE it!!! Previously to this, I had been in another home business and didn't like it as much. However, I have done my diligent research into these companies to see which ones I wanted to be a part of. I understand you are thinking of changing some of the rules of recruiting for these businesses. I read the proposed rules and know for a fact if these get passed you will ruin many, many people's budding careers.

It is apparent that the FTC does not truly understand that the vast majority of Advisors conduct business honestly and ethically every day. There is plenty of information available for interested parties to research into the company – as they should do their own due diligence. Your new proposed rules will affect our business in the following way:

1. A list of the advisors who have cancelled in the last 2 years? Ridiculous. There are so many reasons people stop their businesses – life changes, not interested anymore, found it hard to do with their other responsibilities, moved, new job, etc. Why would we provide a list that potential advisors would look at and cause unnecessary alarm? There won't be explanations with all of those names – and even if we try to explain it – just visualizing a list of hundreds of people could change their mind for THE WRONG REASONS. Then we lose business, and they could potentially miss out on a business they would have loved!!!
2. The proposed 7-day waiting period would absolutely cut into people's enthusiasm levels. Especially if they are drowned in paperwork they have to look at before they do anything. If they want to see this kind of information – they can get it. All of the advisors I know got psyched at their own parties and joined. If I had had to wait – I probably would have moved onto something else....I AM SOOOO GLAD I DIDN'T.
3. Here's the Big Kicker – to comply with all these regulations, our company's expenses would have to increase. We, then, would end up having to make up for it by passing on cost to new advisor entry or product. Both hinder our business again.

I truly don't understand these proposals. If there are millions of advisors in home business selling that are happy they got involved in their company and are

prospering – why are you thinking of punishing all of them over a few people who maybe got burned on something they didn't research well enough themselves.

I'm a stay-at-home mom, and this type of industry is a Godsend to me. I am able to stay home and take care of my children, plus make money that so many of us need to do in this world of rising prices and utility rates. Please consider not passing these regulations and taking money out of our pockets!

I appreciate the few minutes you took to read this letter.

Sincerely,

Mindy Kyle
Advisor
lia sophia